2022 Robinson Employment Report
Master of Science in Marketing

Learn more: robinson.gsu.edu/msmkt

Key Employment Statistics

100% employed within 3 months

- Top Quartile Average Salary: $117,000
- Maximum Reported Salary: $175,000
- Average Salary Increase %: 43%
- Average Time to Pay Back Investment: 2.3 years

Select MSMKT Employers

- Acuity Brands
- Asbury Automotive Group
- Atlanta Housing Authority
- BNSF Railways
- Carroll Organization
- Comcast
- Corporate Environmental Risk Management
- Cox Media Group
- Holy Innocents’ School
- SimplePart LLC
- St. Jude Children's Research Hospital
- The Coca-Cola Company
- The Home Depot
- TopRight
- United Way of Greater Atlanta

Select Job Titles

- Advertising Coordinator
- Athletics Communications
- Brand Strategist
- Business Analyst
- Chief Marketing Officer
- Client Services Coordinator
- Data Scientist
- Digital Advisor
- Digital Analyst
- Event Marketing Specialist
- Google Ads Consultant
- Marketing analyst
- Marketing Manager/Strategist
- Media Planner
- Records Analyst
- Sales Director

Fall 2021 Incoming Class Profile

Average Age: 25
Average Years of Work Experience: 3.1

Key Employment Statistics is based on available data from graduation terms Fall 2020 - Summer 2021.